

Department of Humanities and Management Science
Madan Mohan Malaviya University of Technology
Gorakhpur, U.P., India



In Collaboration with
IEEE India Council
Organizes



Two Days International Conference
on
**Survive, Sustain & Grow: Managing Business and
Professional Excellence in 21st Century**
(21st -22nd June, 2020)



Prof. Shri Niwas Singh
Hon'ble Vice Chancellor
MMMUT, Gorakhpur
(Chairman IEEE)
(Patron)

Our Key Speakers

Day 1 – 21/06/2020(Inauguration)
Time:- 11:00 am to 1:30pm



Prof. Anand P. Gupta
(Former Professor of Economics)
IIM, Ahmedabad



Dr. Ankit Katrodia
Faculty of Economics & Management
Science
North West University, Mafeking
Campus, South Africa



Dr. Bhagwan Singh
(Professor)
School of Management Science
Central University of
Jharkhand, Ranchi



Dr. Ajit Mishra
(Associate Professor)
Dept. of Humanistic Studies,
IIT, BHU, Varanasi



Dr. Rajni Singh
(Associate Professor)
Dept. of Humanities & Social
Science,
IIT Dhanbad, Jharkhand



Dr. Ravi Prakash
Head & Associate Professor
Dept. of Media & Communication
Studies CBLU, Bhiwani, Haryana



Mr. Krishna Mohan
IAS (Retd.)
Former Additional Chief
Secretary & Financial
Commission Revenue,
Govt. of Haryana

Day 2- 22/06/2020(Valedictory)
Time:- 09:30 am to 10:30 am



Prof. Mahrukh Mirza (Hon'ble Vice Chancellor)
Khwaja Moinuddin Chisti Language University, Lucknow

About MMMUT, Gorakhpur

Madan Mohan Malaviya University of Technology (MMMUT), Gorakhpur has been established in year 2013 by the Government of Uttar Pradesh in the form of a non-affiliating, teaching and research University after reconstituting the Madan Mohan Malaviya Engineering College, Gorakhpur which was established in 1962.

The University is located in the Gorakhpur - Deoria road about 9 Km away from Gorakhpur Railway Station. In addition to UG in Civil Engineering, Chemical Engineering, Computer Science & Engineering, Mechanical Engineering, Electrical Engineering and Electronics & Communication Engineering, University also offers MCA, MBA., B.B.A M.Sc, M. Tech and Ph.D. programme in various specializations.

About HMSD

Humanities and Management Sciences Department (HMSD) was established on June 22, 2019. The department emerged out from 1962 established Applied Science Department and 2001 established Centre for Management Studies of MMMEC, Gorakhpur with a view to imparting teaching and promoting the implementation of practical aspects of Humanities and Management and to build a solid foundation as pivotal constituent of Management and Engineering

education. Humanities and Management Science Department focuses on management education more than just business education. For the students and faculty, recently, a Memorandum of Understanding (MOU) was signed with IIM Indore where both of them will avail exposure to the world class teaching learning experience.

ORGANIZING MEMBERS



Dr.Sudhir Narayan Singh
Head, Associate Professor,
HMSD, MMMUT, Gorakhpur.U.P.
(Convenor)

Coordinators



Dr. Ravi Kumar Gupta
Assistant Professor
HMSD, MMMUT, Gorakhpur



Dr. Abhijit Mishra
Assistant Professor
HMSD, MMMUT, Gorakhpur

Organizing Secretary



Dr. Vinay Kumar Yadav
Assistant Professor
HMSD, MMMUT, Gorakhpur



Dr. Kahkashan Khan
Assistant Professor
HMSD, MMMUT, Gorakhpur

Conference Objectives

- To focus and analyze the finance atmosphere in order to determine the opportunities and threats.
- Analyzing policies setting and management at industrial, Finance and Monetary aspects and at Marketing and Human Resources areas.
- To Study and analyze the role and contribution of management in other multidisciplinary areas such as Business Communication, Business Economics, and Industrial Psychology etc.

Themes

- Aatmnirbhar Bharat & COVID-19
- Financial Management
- Marketing Management
- Human Resource Management
- International Business
- Information Technology
- Business Communication
- Business Economics
- Industrial Psychology
- Career Growth and Gender Equity

Manscripts/Paper Submission Guidelines

The manuscript should be prepared in the following format:

- Abstract of approximately 500 words with 3-4 key-words.
- Abstract should be in font size 12 in (Times New Roman, 1.5 Line Spacing)
- Title of the paper should be in font size 16 and should be centrally aligned.
- Name of the author should be in font size 12 and affiliation in font size 11.
- The subheadings and the body of the text should be in font size 12.
- Paper should be submitted in MS-Word format/PDF format.
- All references should follow APA style.

Target Audience

Academicians, Industry Professionals, Research scholars from any discipline who need to enhance their conceptual and analytical skills regarding research methodology and academic writing. This E-Conference will be useful for their future research and academic endeavours.

Who Can Participate

Industry Personnel, Academicians, Faculty members of Universities and Engineering colleges all over India and abroad, Research scholars, PG/UG students.

Registration Process

1. Participants can register themselves through Google Form. Link will be shared.
2. Participants can send their papers along with PPT and Presentation videos to email id- dr.kahkashankhan@gmail.com latest by 19th June 2020.
3. Selected Papers will be invited for virtual presentation.
4. Registration Fees: - Nil.

Last date of Registration and sending Papers/Abstract: 19th June, 2020.

Enquiry should be addressed to:

Dr. Vinay Kumar Yadav

Assistant Professor

Department of Humanities and Management Science,

MMMUT, Gorakhpur, U.P., India

Mobile No.: +918874847361

Email: vkymba@mmmut.ac.in

Dr. Kahkashan Khan

Assistant Professor

Department of Humanities and Management Science,

MMMUT, Gorakhpur, U.P., India

Mobile No. : +919565275702

Email: kkmba@mmmut.ac.in

MMMUT-GORAKHPUR RANKED 15TH BEST TECHNICAL UNIVERSITY IN INDIA TODAY SURVEY-2019 AND 6TH EMERGING ENGINEERING INSTITUTIONS IN TIMES ENGINEERING SURVEY-2018

